

ABOUT THE CHARLOTTE NEWS



As a nonprofit, local news organization, **The Charlotte News**

informs, engages and connects our community, as it has done since 1958. Our funding comes from individual donations, grants and advertising revenue.

Mission statement:

To engage and inform Charlotte and nearby communities by:

- Publishing rigorous, in-depth reporting on town affairs
- Providing a home for stories on our neighbors and friends
- Reporting on how other towns have addressed challenges similar to our own.

In addition to our staff, more than 150 writers and photographers contribute to The Charlotte News each year, making it a true community news source that showcases a broad variety of opinions and perspectives.

Ad Manager

Susie Therrien

ads@thecharlottenews.org

Production Manager

Anna Cyr

anna@thecharlottenews.org

Editor

Scooter MacMillan

scooter@thecharlottenews.org

Billing

Susan Jones

billing@thecharlottenews.org

Voicemail: 802-425-4949

P.O. Box 251, Charlotte, VT 05445

Website: charlottenewsvt.org

Facebook: thecharlottenews

For a list of our board members, visit our website *About* page.

The Charlotte News

Your nonprofit community news source since 1958

ABOUT CHARLOTTE



Charlotte, Vermont, offers an attractive demographic profile for advertisers — a well-educated, affluent population and a high percentage of households with children.

Charlotte has an **average household income of \$124,611, the highest of any Vermont community.**

Our community is made up of a **desirable representation of all generations.**

- Residents under 18: 20%
- Residents 18-64: 58%
- Residents 65+: 22%

Charlotte has a 93% home ownership rate, which indicates our readers are invested in their community, and that Charlotte is an attractive market for home improvement and luxury home goods.

Charlotte's demographic profile offers excellent opportunities for advertisers targeting consumers with interests in family and outdoor activities, arts and entertainment, local food and dining experiences, and high-end products and services.

Sources: *Censusreporter.org*,

THE CHARLOTTE NEWS DELIVERS



We publish both our print and digital issues every other Thursday, 25 times per year, and keep our community informed with weekly eNews Updates.

Close to 2,100 copies of The Charlotte News are **mailed to**

every household and business in Charlotte, with additional free copies available at locations in and around Charlotte.

Our eNews Updates have more than 1,000 subscribers and an 80% open rate. Our website, charlottenewsvt.org, has an average of 6,700 unique visitors and 13,000 page views per month.



2025 Advertising PRINT & DIGITAL EDITION

Reach readers in their homes and online wherever they are.

All print ads appear in the digital edition of the paper available on our website. **Ads are made clickable to your website for immediate engagement.** Our website includes an archive of past editions in PDF format, where your ad is accessible and remains clickable.

Free Ad Design

We are happy to design or resize your print and digital ads at no cost.

Ad sizes and Prices

Full page (10" x 13"): \$489

Half page (10" x 6.5" or 4.916" x 13"): \$249

Quarter page (4.916" x 6.5"): \$135

Eighth page (4.916" x 3.25"): \$75

Business Directory (3" x 2")

- 13 consecutive issues: \$333 prepaid (\$25.62 per issue)
- 25 consecutive issues (annual): \$539 prepaid (\$21.56 per issue)

Print Edition Discounts

- **Annual discount:** Advertise in 25 consecutive issues (one year) and receive a 15% discount on every ad.
- **Nonprofit organizations:** 15% discount on all advertising.
- **Prepayment discount:** Take an additional 5% off when you prepay at time of order.

Preprinted Inserts

2,100 inserts\$200

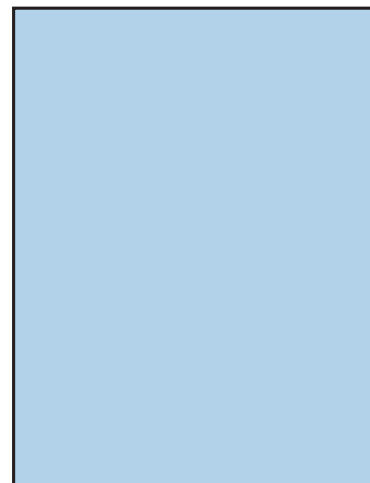
Nonprofit rate:

2,100 inserts\$100

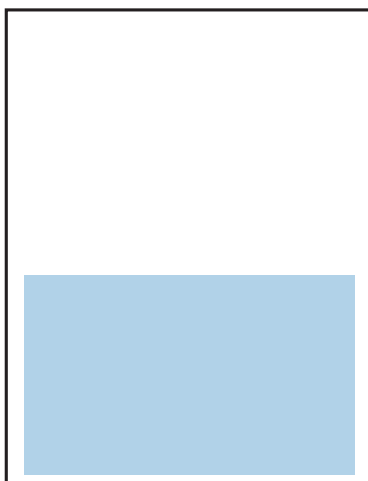
Maximum insert size, 8.5" x 11"

Applies to weights up to one ounce. Additional fee or limitations may apply.

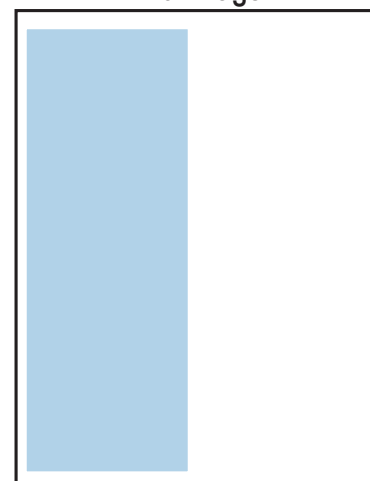
December 2024. Rates subject to change.



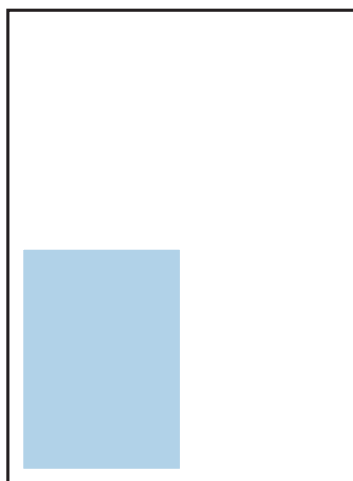
10" x 13" | \$489
Full Page



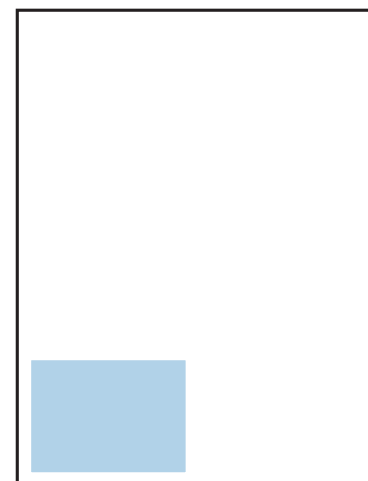
10" x 6.5" | \$249
Half Page Horizontal



4.916" x 13" | \$249
Half Page Vertical



4.916" x 6.5" | \$135
Quarter Page



4.916" x 3.25" | \$75
Eighth Page



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ads@thecharlottenews.org

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2025 Advertising eNEWS UPDATE & WEBSITE

With more than **1,000 active subscribers** and an enviable **80% open rate**, our eNews Updates allow your business to stand out as one of only three sponsors who demonstrate support for local news. Your banner clicks directly to your website or Facebook page

Ad Size: 300 x 250 px

Cost: \$50 per week, \$40 per week for consecutive weeks

The Charlotte News Website

Stand out with a leaderboard banner or as one of only three digital sidebar ads on the Charlotte News website, where readers access current stories and the archive of digitized editions of the newspaper. Your ad is displayed in an uncluttered environment and a click takes readers directly to your website or Facebook page.

Our website delivers an average of **13,000 page views per month**. We offer two-week placement of banners to align with the newspaper's two-week publication schedule.

Leaderboard Ad

Appears above every news article headline. Available to only one advertiser per month.

Size: 728 x 90 px

Cost: \$80 for two-week placement, \$65 for additional consecutive two-week placements.

Sidebar Ad

Appears on every page of our website

Size: 300 x 250 px

Cost: \$65 for two-week placement, \$50 for additional consecutive two-week placements.

Digital Advertising Discounts

Nonprofit organizations: 15% discount

Prepayment discount: Take an additional 5%

December 2024. Rates subject to change.

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Click to read the [current issue](#) or view [past issues](#) of the newspaper.

Redhawks bound for title tilt with Rutland at St. Johnsbury

Scotter MacMillan, Editor
Middlebury Union came to Hinesburg to face Champlain Valley Union in the second round of the state Division 1 football playoffs this past Saturday, Nov. 2.

Maybe it was a Halloween lag because, although this game came two days after Oct. 31, this game was by far the scariest contest the Redhawks have faced this year. CVU, which had scored early and often in its previous games in 2024, didn't get on the scoreboard until midway through the second quarter in this contest.

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How Lake Champlain scientists are prepping for future floods

Kate Kampner, Community News Service
Vermont scientists aren't sure what could happen in the future as far as flooding goes, but as colder temperatures arrive, they're continuing to monitor water quality in Lake Champlain and research ways to protect it in anticipation for winter and summer floods like those in the past two years.

Matthew Vaughan, chief scientist at the Lake Champlain Basin Program, said it's a long-term picture.

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The Charlotte News
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Barges lay cable from Quebec to NYC

Luisa McCallum, Community News Service • October 31, 2024

As Nancy Wood watched the almost block-long cluster of vessels float before her earlier this month, she recalls, all she could think was: "It was the biggest thing I had ever seen on the lake."

The vessels Wood, Charlotte resident and founder of The Charlotte News, spotted Oct. 4 were barges helping install the Champlain Hudson Power Express, a project working to create a 339-mile, high-voltage transmission line from Quebec to Queens, N.Y., a large portion of which will rest under Lake Champlain's waves.

The project aims to eventually provide New York City with 20 percent of its annual energy needs through hydropower. It's pegged to cost some \$6 billion, according to builder Transmission Developers, which is owned by private equity titan Blackstone.

Though a spokesperson for the project said the barge would never cross New York's state line and would have no impact on the town of Charlotte, the barge sparked curiosity for some. For about a week, it was stationed north of Essex, N.Y., where Wood said she took a picture of the vessel from her motorboat.

Photos by Nancy Wood
Barges that were visible from Charlotte on Lake Champlain were laying cable to carry power from Quebec to New York City.

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2025 Publication SCHEDULE & DEADLINES

PUBLICATION DATE	DEADLINE
Thursday, Jan 9	Friday, Jan 3
Thursday, Jan 23	Friday, Jan 17
Thursday, Feb 6	Friday, Jan 31
Thursday, Feb 20	Friday, Feb 14
Thursday, Mar 6	Friday, Feb 28
Thursday, Mar 20	Friday, Mar 14
Thursday, Apr 3	Friday, Mar 28
Thursday, Apr 17	Friday, Apr 11
Thursday, May 1	Friday, Apr 25
Thursday, May 15	Friday, May 9
Thursday, May 29	Friday, May 23
Thursday, Jun 12	Friday, Jun 6
Thursday, Jun 26	Friday, Jun 20
Thursday, Jul 10	Thursday, Jul 3
Thursday, Jul 24	Friday, Jul 18
Thursday, Aug 7	Friday, Aug 1
Thursday, Aug 21	Friday, Aug 15
Thursday, Sep 4	Friday, Aug 29
Thursday, Sep 18	Friday, Sep 12
Thursday, Oct 2	Friday, Sep 26
Thursday, Oct 16	Friday, Oct 10
Thursday, Oct 30	Friday, Oct 24
Thursday, Nov 13	Friday, Nov 7
Thursday, Nov 27	Friday, Nov 21
Thursday, Dec 11	Friday, Dec 5
HOLIDAY BREAK!	

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Support Community Journalism

The Charlotte News exists to inform, engage, and nurture our community. As a nonprofit, community-driven news organization, we serve as the heartbeat of Charlotte, delivering essential local reporting and fostering civic participation. To make it possible for every home and business to receive the paper, and for everyone anywhere to access Charlotte news online, it “takes a village.” Community members believe so strongly in our service that half our revenue comes from voluntary contributions.



Be a Charlotte News Champion...

We invite your business to become a Charlotte News Champion with an annual contribution of \$544.50 to support local

news, information and community connections.

Champion Benefits:

- Receive **recognition on the Charlotte News Champions page** on our website. This includes your logo, a description of your business and a link to your website or social media page.
- Receive a **15% discount on all advertising** regardless of frequency.
- One **FREE half page ad** used to enhance your regular advertising, boost your presence during your peak season, share the story of your business, or to share appreciation for your staff, your customers and your community.

Be a Feature Sponsor

The Charlotte News is both for the community and by the community, with local writers contributing special interest features that speak to life in Charlotte.

These include regular features on books, food and cooking, gardening, outdoor activities and the environment, hunting and fishing, and college prep.

For specific sponsorship details and availability, contact Susie at ads@thecharlottenews.org.

The Charlotte News • August 8, 2024 • 1

Our Local Feast

Local tomatoes and fennel make tasty autumn soup





Local tomatoes and fennel make tasty autumn soup

By Susie Therrien

There's something about the taste of a bowl of soup that makes it a comforting staple. In the heart of autumn, when the weather is just beginning to cool, a bowl of soup is the perfect way to warm up. This year, I've been inspired by the flavors of local tomatoes and fennel to create a delicious autumn soup. The combination of these two ingredients is simply divine.

The soup is made with a base of olive oil, onion, and garlic. The tomatoes are roasted until they are soft and sweet, and the fennel is sautéed until it is tender. The soup is then blended together and seasoned with salt and pepper. It's a simple yet delicious recipe that is perfect for the season.

For more information on local food and farming, visit www.thecharlottenews.org/healthy-living.

Healthy Living MARKET & CAFE

South Burlington 888 Dorset Street 802-659-8899

Winooski 480 Market St. Winooski 802-659-8899



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2025 Advertising BUSINESS DIRECTORY with FREE color!

Half year, 13 issues: \$333 prepaid. Full year, 25 issues: \$539 prepaid

BUSINESS DIRECTORY

ADVERTISE YOUR BUSINESS HERE!
Half and full-year options with FREE color starting at \$22 cost per issue. Contact: ads@thecharlottenews.org

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